



INVITATION TO PARTICIPATE IN SPECIALISED MARKETING MISSION (SMM) ON LIFESTYLE PRODUCTS & FOOD SECTORS IN-CONJUNCTION WITH “ALGIERS INTERNATIONAL FAIR 2015”
ALGIERS, ALGERIA 27 MAY – 1 JUNE 2015 □ Malaysia External Trade Development Corporation (MATRADE) is pleased to invite your company to participate in the “Specialised Marketing Mission (SMM) on lifestyle products and food sector in-conjunction with “Algiers International Fair 2015” which will be held in Algiers on 26 - 29 May 2014. This will be the first SMM organised by MATRADE to the country.

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2. The objective of this programme is to promote Malaysian lifestyle products & food sector to Algeria besides providing a platform for Malaysian companies to establish business relationship with the local business communities. Participating companies will be involved in pre-arranged business meetings with potential importers from Algeria and also have the opportunity to display products and meet visitors at MATRADE's promotional booth at the Algiers International Fair 2015. Industry visits will also be organised for participants.

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3. Algeria is Malaysia's second largest trading partner with North Africa countries. Malaysia's total exports to Algeria has been increasing since 2012. Last year total exports was recorded at RM475.2 million, an increase of 5.2% compared to 2013 (RM451.6 million). Among the potential products to be promoted for the SMM are office and home furniture, fashion apparels and footwear, gifts & stationery, confectionary & snack food and processed food.

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4. Malaysian companies who are interested to participate in this event are required to register online at <http://www.matrade.gov.my/en/malaysian-exporters/services-for-exporters/export-promotion/international-trade-events/138-specialised-marketing-mission>, before 18 March 2015. The registration fee is RM800 per participant. Payment can be made by cheque payable to “MATRADE” or debited to MATRADE's account (MBB: 5642 9410 2597) via Maybank2u or through the bank's counter and submit a copy of the bank in slip to norman@matrade.gov.my. For further enquiries, please do not hesitate to contact Mr. Norman Dzulkarnain Nasri at 03-6207 7510.

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5. MATRADE will only process complete application with the registration fee mentioned above. Outcome of the application will be informed to all applicants within two weeks after the closing date. The participation fee is not refundable upon confirmation of your participation by MATRADE. □

We greatly appreciate your support and participation in this event to further enhance Malaysia's exports to Algeria and the surrounding countries.